

## Editorial: After Five Years

Increasingly journals are using a variety of measures to benchmark the quality of their publications. Upon reflection one can source numerous statistics from reliable sources to find key indicators that showcase both the breadth and depth of relevance of a journal within a global academic and industry community of practice. We thought it especially important to present some key indicators in this editorial, which will illustrate both the impact the journal has had over the last five years, and the positive course it is on in the next five years. These figures are a celebration not only for the editorial board and review board but for the many individual researchers who have painstakingly undertaken their research and sought to publish in the journal, despite its relative infancy. May these indicators continue to attract more international contributors as we seek to build on the robust foundations laid in the first five years. In the next five years, we will focus on maintaining the academic rigor displayed to date, while making it even easier for authors to submit their manuscripts and track their papers through the review process online.

Since its inception, the Journal of Theoretical and Applied Electronic Commerce Research (JTAER) has had a citation count that is comparable to the first four years reflected by other electronic commerce (EC) centric journals in the Scopus data base. To this end JTAER can claim that it is on a similar trajectory to the other electronic commerce journals that preceded it. JTAER was included in the Scopus data base in 2008.

Table 1: First five years of JTAER

	2006	2007	2008	2009	2010
Number of Citations in the Scopus Data Base		6	17	74	85
SNIP		0	0,34	0,8	0,06
SJR		0	0,028	0,04	0,071
Number of Papers Published per Annum	21	21	25	22	21

Table 1 shows the number of JTAER citations significantly rising particularly after the journal's inclusion in the Scopus data base. On average the journal publishes about 22 papers per annum. The partial count from the 2011 Scopus data base indicated in July that 32 citations had already been recorded for JTAER. Please note that the SNIP and SJR for 2010 were last updated in September 2010.

In the Scopus data base JTAER's h-index is 8. This is one of several indicators that will continue to strengthen over the short-term. While the h-index is not often favorable to newly established journals, in this instance 8 is a good starting point from which to work on [1].

## Authors per Country

The global appeal of JTAER is demonstrated by the breadth of the authors' affiliations and countries. There have been two-hundred and fifty authors from thirty-two countries who have had their work published in JTAER, indicating that the journal has reached a global audience, and its relevance is sustained despite national administrative boundaries.

The number of authors from each country can be found in Figure 1.

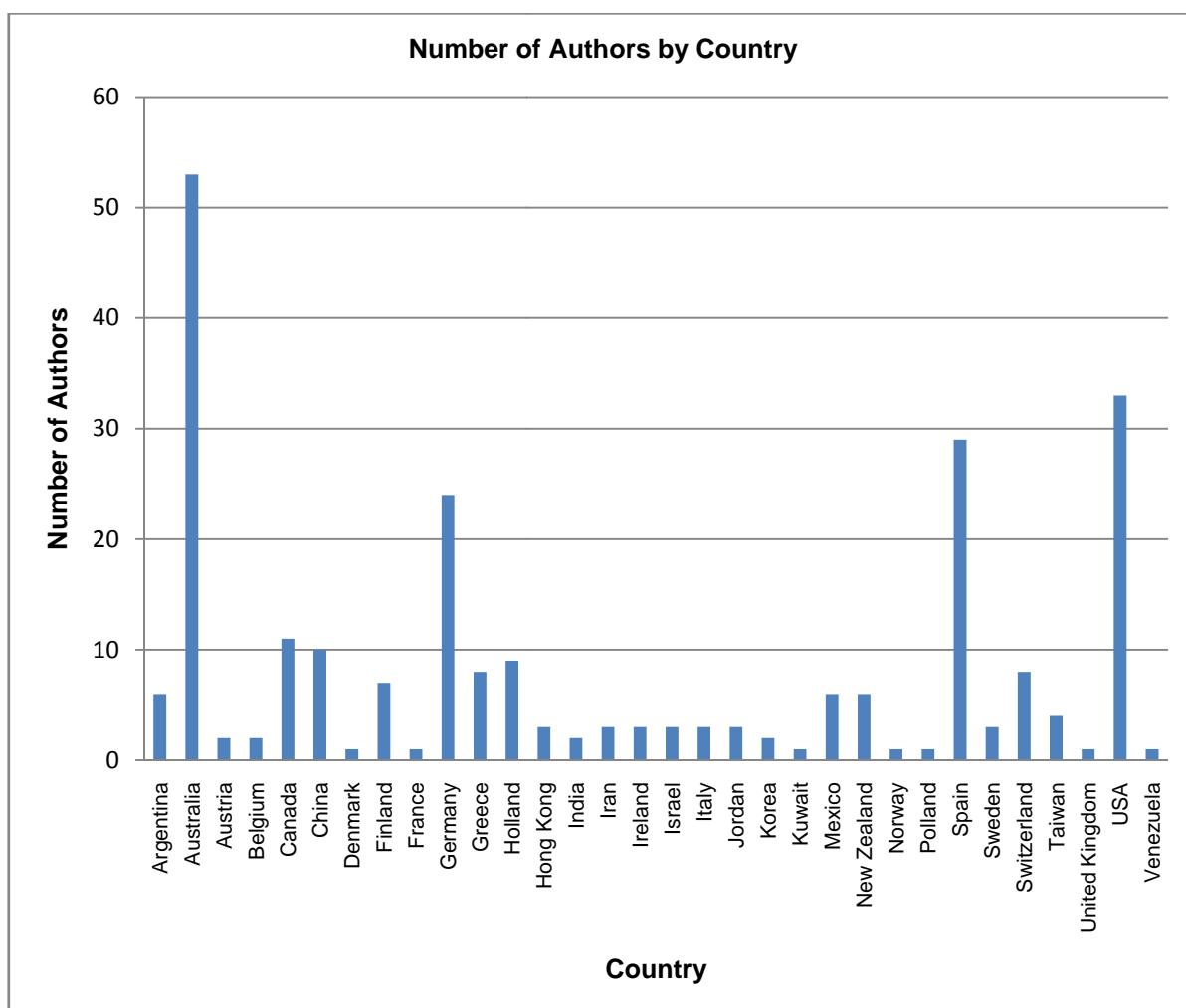


Figure 1: JTAER authors by country for first five years

The proportion of authors from each continent can be found in Figure 2.

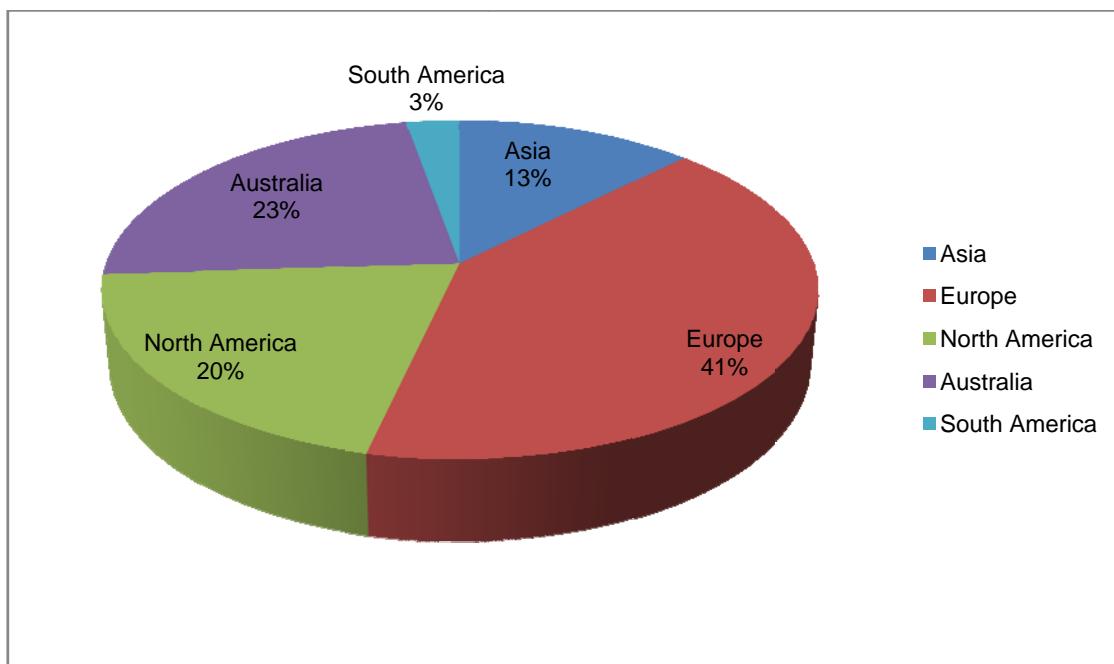


Figure 2: JTAER authors by continent for first five years

## Journal's Website Statistics

JTAER's website has a new section labeled *Statistics*, where you will be able to find the following report options:

- Downloads per year
- Ranking of Articles by Downloads
- Search per Author/Article
- Scopus Citations
- Google Scholar Citations

The *Downloads per year* option provides statistics about the number of downloads from JTAER's website in a calendar year. Clicking on a particular year, allows one to obtain the number of downloads for each month of that selected year. The *Ranking of Articles by Downloads* option shows the published article ranked by the total number of downloads. Those articles with the greater number of downloads will be listed first. There is also the additional option of specifying a particular date period to obtain a ranking. The *Search per Author/Article* option helps you to initiate a search for a published article title or an author surname. In both cases, this option will show the number of downloads, the Scopus citations and the Google scholar citations. The *Scopus citations* option shows a ranking of published articles based on the Scopus citations, indicating the citations per article. The *Google scholar citations* option shows a ranking of published articles based on the Google scholar citations, indicating the citations per article. All of these features should enable authors, researchers, and practitioners to gain access to valuable statistics for a variety of purposes, including career development evidence, reviews of literature, and impact analysis by paper. As we continue to attract funding for our innovative online journal portal, even more features will be added. Please write to the Editor in Chief with suggestions you might have to build further feature-rich tools on the JTAER web site.

## Best Reviewer of the Year 2010 Award

We are pleased to announce that the Journal of Theoretical and Applied Electronic Commerce Research's Best Reviewers for the year 2010 are:

- Dr. Antonio Ruiz-Martinez of the Department of Information and Communications Engineering, Faculty of Computer Sciences, University of Murcia, Spain.
- Dr. Carlos Orús of the Department of Marketing Management and Market Research, Faculty of Economics and Business Studies, University of Zaragoza, Spain.
- Dr. Karin Axelsson of the Department of Management and Engineering, Faculty of Arts and Sciences, Linköping University, Sweden.
- Dr. Ygal Bendavid of the School of Management, Department of Management & Technology, Université du Québec à Montréal (UQAM), Canada.

These four researchers have frequently served the Journal of Theoretical and Applied Electronic Commerce Research in a reviewing capacity, and the Editor-in-Chief and Co-Editors have regarded their review reports as outstanding.

The criteria used to select the best reviewers of year 2010 were: the presentation and clarity; relevance; accuracy; appropriateness; consistency and contribution of the feedback provided to authors.

On behalf of the Journal of Theoretical and Applied Electronic Commerce Research, we would like to extend to Antonio, Carlos, Karin, and Ygal our congratulations on their achievement and our thanks for the contributions they have made to reviewing in our journal. We would like to give an extra special congratulation to Karin, Antonio and Carlos, who have obtained the best reviewer award for the second time.

## Coming Special Issue

We have currently one special issue planned for 2012. The August issue will be dedicated to *Qualitative Approaches to eMarketing and Online Consumer Behaviour* and will be guest edited by Inma Rodríguez-Ardura (University of Oxford), Gerard Ryan (Universitat Rovira i Virgili), and Ulrike Gretzel (University of Wollongong). Full manuscript

submissions will be accepted until the 30th of November 2011 and the deadline for final acceptance notification is the 15th of April 2012. Please see the [Call for Paper](#) for more information.

**Narciso Cerpa**  
**Editor-in-Chief**  
**Katina Michael**  
**Technical Editor**  
*Journal of Theoretical and Applied Electronic Commerce Research*  
[www.jtaer.com](http://www.jtaer.com)  
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## References

- [1] J. E. Hirsch, An index to quantify an individual's scientific research output, PNAS, vol. 102, no. 46, pp. 16569–16572, 2005.